shown in FIG. 6, whereby a first cylinder 202 is filled with advertising signs 10 and then another cylinder 302 is placed atop the advertising members 10 in the first cylinder 202. This second cylinder 302 may then also be filled with advertising members 10.

A second embodiment of storage apparatus in accordance with the present invention is shown in FIG. 7. In this arrangement, an elongated bar 70 of a ferrous metal is supported by fasteners 702 to a wall or similar vertical structure. The advertising members 10 are then stored along the bar by attaching one pair of magnet assemblies 126 to the bar 70. While a single advertising member 10 is shown attached to the bar 70 in FIG. 7, it will be appreciated that the bar 70 is dimensioned to accept a plurality of the advertising members 10 and that additional ferrous metal bars 70 may be also affixed to the same vertical support for storing additional advertising members.

It will be understood by those skilled in the art that the advertising member 10 of the present invention and its associated storing arrangements provide numerous advantages and improvement with respect to the prior art. For example, the unitary, enclosed construction of the sign member 10 and the curvature of the elongated signs 106 provide a large message area, while significantly reducing wind resistance relative to prior art sign structures of a similar configuration. The integral, enclosed nature of the base 107 also contributes to the reduction of wind drag, while protecting the illuminating lamp assembly of 140 from moisture. The corner feet 110 further contribute to a reduction in wind drag, being integrally molded with the remainder of the body, while insuring that the advertising member 10 is capable of-being supported upon the roof of vehicles having a wide range of curvature across the roof. The particular construction of the magnet assembly 126, and the particular manner in which it is supported in the corresponding one of the feet 110 permits the advertising member 10 to be easily attached to and removed from a roof of a vehicle, again while insuring that the member 10 remains firmly attached to the roof of the vehicle during use. The particular selection of scratch-resistant coating 134 on the magnet assembly 126 protects both the magnet assembly and the vehicle roof during use.

This concludes the description of the preferred embodiments. A reading by those skilled in the art will bring to mind various changes without departing from the spirit and scope of the invention. It is intended, however, that the invention only be limited by the following appended claims.

What is claimed is:

1. An advertising sign for removably mounting onto a metal panel of a motor vehicle, comprising:

an advertising member having a base, ends and sides formed together into a completely enclosed hollow body, the base including plural magnet receptacles with a magnet fastened in each receptacle;

each said magnet comprising a dish-shaped housing with a magnetic member within each housing, the housing having an edge extending below the magnetic member; and

means for pivotally attaching each magnet to the base so that each magnet can pivot and adjust to differences in slope along a vehicle metal panel to which the advertising sign may be attached.

2. An advertising sign for removably mounting onto a metal panel of a motor vehicle, comprising:

an advertising member having a base, ends and sides formed together into a completely enclosed hollow body;

plural magnets; and

means for pivotally attaching each magnet to the base so that each magnet can pivot and adjust to differences in slope along a vehicle metal panel to which the advertising sign may be attached, wherein the pivotal attaching means comprises a flexible sleeve between each magnet and the base.

3. The advertising sign recited in claim 2 wherein the pivotal attaching means comprises a fastener extending through each magnet, its flexible sleeve and into the base.

4. An advertising sign for removably mounting onto a metal panel of a motor vehicle, comprising:

an advertising member formed of a hollow, translucent and completely enclosed body having a base, ends and sides formed of a unitary molded plastic, the body including plural molded feet extending from and forming a part of the base at each corner thereof, and with an indented receptacle in each foot of the base, each receptacle shaped and dimensioned to receive a magnet assembly therein;

plural magnet assemblies, each magnet assembly including a non-metallic, dish-shaped housing with a magnet

within the housing, the housing having an edge extending below the magnet; and

means for fastening each magnet assembly within the receptacle of a corresponding foot of the base, the fastening means attaching each magnet within the receptacle so that a portion of the magnet extends below its receptacle.

5. The advertising sigh recited in claim **4** further comprising means for pivotally attaching each magnet assembly in the receptacle so that each magnet can pivotally adjust to differences in slope along a vehicle metal panel to which the advertising sign may be attached.

6. The advertising sign recited in claim **5** wherein the pivotally attaching means comprises:

a flexible sleeve between each magnetic assembly and the base; and

a fastener extending through each magnet assembly, each flexible sleeve and into the base.

* * * * *

REISSUE LITIGATI...

[54] **VEHICLE ADVERTISING SIGN, SYSTEM AND METHOD**

[76] Inventor: **William A. Elmer**, 1010 Temple Grove Ct., Winter Park, Fla. 32789

[21] Appl. No.: **74,598**

[22] Filed: **Jun. 14, 1993**

[51] **Int. Cl.**^{6} **G09F 21/04**

[52] **U.S. Cl.** **40/592**; 40/600; 248/206.5

[58] **Field of Search** 40/592, 600, 621, 40/591; 248/206.5, 634; 224/309, 317, 321

[56] **References Cited**

U.S. PATENT DOCUMENTS

2,960,786 11/1960 Wagner 40/592